

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of selling a virtual bundle of items to a consumer at retail, said method comprising the steps of:
 - a. providing information from a first vendor to a second vendor about items available from the first vendor that are available for inclusion within items offered by the second vendor to a consumer for purchase from the second vendor at a physical retail establishment as a virtual bundle of items that are not physically bundled together;
 - b. providing information from the first vendor to the second vendor about an incentive offered by the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor;
 - c. communicating an offer by the second vendor to a consumer for the purchase from the second vendor at a physical retail establishment of a virtual bundle of items that are not physically bundled together from those items available for inclusion within the virtual bundle;
 - d. allowing the consumer to create and purchase from the second vendor at a physical retail establishment a virtual bundle of items that are not physically bundled together from those items available for inclusion within the virtual bundle, wherein the purchase by the consumer of the items in the virtual bundle occurs in the physical retail establishment and is not an on-line purchase via the internet;
 - e. providing information about the virtual bundle of items purchased by the consumer from the second vendor to the first vendor and the second vendor; and
 - f. providing an incentive from the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor.
2. (original) The method of claim 1 wherein the first vendor is the manufacturer of the items available for inclusion within the virtual bundle of items.

3. (original) The method of claim 2 wherein the second vendor is a customer of the manufacturer.
4. (original) The method of claim 1 wherein the items are identified by a unique identification code.
5. (original) The method of claim 4 wherein the items are products, services, or combinations thereof.
6. (original) The method of claim 1 wherein the offer by the second vendor to the consumer is communicated through in-store advertising.
7. (original) The method of claim 1 wherein the consumer is given an incentive for purchasing the virtual bundle of items.
8. (original) The method of claim 1 wherein the second vendor receives a financial incentive each time a consumer purchases a virtual bundle of items in a single market basket transaction.
9. (original) The method of claim 1 wherein information about the items available from the first vendor for inclusion in a virtual bundle is posted on a server.
10. (original) The method of claim 9 further comprising the step of establishing an internet connection with the server for the second vendor to view and select the items available for inclusion within the items offered to a consumer for purchase as a virtual bundle of items.
11. (original) The method of claim 10 wherein the second vendor receives a financial incentive each time a consumer purchases a virtual bundle of items in a single market basket transaction.

12. (original) The method of claim 11 wherein information about the market basket transaction is collected, stored and transferred for processing and validation.
13. (original) The method of claim 12 wherein the information is processed on a server.
14. (original) The method of claim 13 wherein reports comprising information about the virtual bundle of items purchased by the consumer are generated and provided to the first vendor and the second vendor.
15. (currently amended) A method of selling a virtual bundle of items to a consumer at retail, said method comprising the steps of:
- providing information from a first vendor to a second vendor about items available from the first vendor that are available for inclusion within items offered by the second vendor to a consumer for purchase from the second vendor at a physical retail establishment as a virtual bundle of items that are not physically bundled together;
 - providing information from the first vendor to the second vendor about a financial incentive offered by the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor;
 - communicating an offer by the second vendor to a consumer through the use of in-store advertising for the purchase from the second vendor at a physical retail establishment of a virtual bundle of items that are not physically bundled together from those items available for inclusion within the virtual bundle;
 - allowing the consumer to create and purchase from the second vendor at a physical retail establishment a virtual bundle of items that are not physically bundled together from those items available for inclusion within the virtual bundle, wherein the purchase by the consumer of the items in the virtual bundle occurs in the physical retail establishment and is not an on-line purchase via the internet;
 - giving the consumer an incentive for purchasing the virtual bundle of items from the second vendor;
 - providing information about the virtual bundle of items purchased by the consumer from the second vendor to the first vendor and the second vendor; and

- g. providing a financial incentive from the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor.

16. (original) The method of claim 15 wherein the first vendor is the manufacturer of the items available for inclusion in the virtual bundle of items.

17. (original) The method of claim 16 wherein the second vendor and the consumer receive a financial incentive each time the consumer purchases a virtual bundle of items in a single market basket transaction.

18. (original) The method of claim 17 wherein information about the virtual bundle of items is posted on a server.

19. (original) The method of claim 18 further comprising the step of establishing an internet connection with the server for the second vendor to view and select the items available for inclusion within the items offered to a consumer for purchase as a virtual bundle of items.

20. (currently amended) A computer system for use in selling a virtual bundle of items to a consumer at retail, said system comprising:

- a. means for posting information about an offer from a first vendor to provide items that are available for inclusion within items to be offered by a second vendor to a consumer for purchase from the second vendor at a physical retail establishment as a virtual bundle of items that are not physically bundled together;
- b. means for posting information from the first vendor about an incentive offered by the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor;
- c. means for the second vendor to accept the offer from the first vendor to offer items available from the first vendor to a consumer for purchase from the second vendor at a physical retail establishment as a virtual bundle of items that are not physically bundled together;

- d. means for storing, processing and validating information about the virtual bundle of items purchased by the consumer from the second vendor, wherein the purchase by the consumer of the items in the virtual bundle occurs in the physical retail establishment and is not an on-line purchase via the internet;
- e. means for reporting information to the first vendor and the second vendor about the virtual bundle of items purchased by the consumer from the second vendor; and
- f. means for reporting information about the incentive to be paid by the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor.

21. (original) The system of claim 20 further comprising an interface circuit configured to establish a connection with a remote computer system.

22. (original) The system of claim 21 wherein the means for posting information is included within a server on which information about the available items is stored.

23. (original) The system of claim 22 wherein a connection is established between the remote computer system and the server to view, select and accept information about the offer from the first vendor.

24. (original) The system of claim 23 wherein only users registered with the server as authorized users are allowed to view, select and accept information.

25. (original) The system of claim 24 wherein the server and at least one remote computer system are coupled together over the internet to allow the user of the remote system to view, select and accept information relating to the offer.

26. (currently amended) A computer readable medium storing a computer program containing instructions thereon for instructing a computer to perform the steps comprising: (a) providing information from a first vendor to a second vendor about items available from the first vendor that are available for inclusion within items offered by the second vendor to a consumer

for purchase from the second vendor at a physical retail establishment as a virtual bundle of items that are not physically bundled together; (b) providing information from the first vendor to the second vendor about an incentive offered by the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor; (c) providing information about the virtual bundle of items purchased by the consumer from the second vendor to the first vendor and the second vendor, wherein the purchase by the consumer of the items in the virtual bundle occurs in the physical retail establishment and is not an on-line purchase via the internet; and (d) providing an incentive from the first vendor to the second vendor based on the virtual bundle of items purchased by the consumer from the second vendor.